

Historic, Archive Document

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YOUR 1937 GARDEN

We offer on this page recent introductions, as well as familiar varieties, to brighten your garden. Although we carry in stock hundreds of varieties not listed here, this list is offered as a guide in planning your beds and borders.

POWELL SEED STORE

445 S. Third

LOUISVILLE KENTUCKY

We pay postage on all packets and bulk seeds, up to and including one pound. Heavy parcels of bulk seeds, fertilizers, etc., will be delivered anywhere in the city.

Phone JACKSON 2661



ZINNIAS—Fantasy. Medium-sized flowers whose twisted triangular petals give them a charm found in no other flower. Fine for cutting. Packet 10c.



PETUNIA—Rose Queen. (Hybrid Nana Compacta.) Rich rose-pink flowers borne on dwarf compact plants. Exquisite for beds, borders or boxes. Packet 20c.



GIANT ASTER—California Sunshine. Striking flowers 4 inches and more across. Mixed colors. Packet 15c.



MARIGOLD—Guinea Gold. Carnation-like flowers of brilliant orange flushed with gold. Packet 10c.

GIANT BRANCHING ASTERS

- | | | |
|-----------|---------|------------|
| Rose-pink | White | Light Pink |
| Purple | Carmine | Lavender |
- Any of the above: Packet 10c, 1 8 oz. 35c.
- Giant Branching Mixed. Packet 10c, 1 8 oz. 30c.
- Giant Crego Mixed. Ostrich plume type. Packet 10c, 1 8 oz. 30c.
- Early Queen of the Market. Mixed. Packet 10c, 1 8 oz. 35c.
- All types and colors mixed. Packet 10c, 1 8 oz. 30c.
- Heart of France. Wilt-resistant flowers of ruby red. Packet 15c.

CALENDULA

- | | |
|-------------|--------------|
| Lemon Queen | Orange Queen |
|-------------|--------------|
- Either of the above: Packet 10c, 1 2 oz. 30c.
- Calendula Mixed. Packet 10c, 1 2 oz. 20c.

COSMOS

- Early-flowering Single Mixed. Packet 10c, 1 4 oz. 20c.
- Early-flowering Double Mixed. Packet 15c, 1 4 oz. 75c.
- Pink Lady Lenox. Late. Packet 10c.
- Late Single Mixed. Packet 10c, 1 4 oz. 20c.
- Late Double Crested Mixed. Packet 15c, 1 4 oz. 50c.
- Sensation. Giant flowers 4 to 6 inches across on 5-ft. plants. Mammoth Mixed Colors. Packet 15c.

LARKSPUR

Fall Branching Double Stock-flowered. A magnificent type of annual Delphinium growing 3 feet tall and producing throughout the summer a glorious display of long-stemmed flower spikes closely set with large double blooms.

- | | |
|-----------------------|------------|
| Bosamond, bright rose | Dark Blue |
| Lustrous Carmine | Flesh Pink |
| White | Lavender |
| Sky Blue | |
- Any of the above: Packet 10c, 1 4 oz. 25c.
- Larkspur Mixed. Packet 10c, 1 4 oz. 20c.

MARIGOLDS

- Crown of Gold. (New.) Packet 25c.
- Lemon Ball. Tall Marigold. Packet 10c, 1 4 oz. 30c.
- Orange Ball. Large double. Packet 10c, 1 4 oz. 30c.
- Double African Mixed. Packet 10c, 1 4 oz. 30c.
- Harmony. A new and pleasing variety of Dwarf French Marigold. Try it this year. Packet 15c.
- Double Dwarf French Mixed. Packet 10c, 1 4 oz. 25c.

MOONFLOWER

- A rapid climber for porches and a good shade-maker.
- Giant White. Packet 10c, 1 2 oz. 30c.
- Sky Blue. Packet 10c, 1 4 oz. 10c.

NASTURTIUMS

- Double Scarlet Gleam. Fiery scarlet flowers of great size. Packet 15c, oz. 35c.
- Golden Gleam. The flowers are very large and have created a sensation wherever shown. Packet 10c, oz. 20c.
- Tall Single Mixed. Packet 10c, oz. 15c.
- Dwarf Mixed. Packet 10c, oz. 20c.

NIEREMBERGIA

Nierembergia Hippomania. Beautiful lavender-blue cups on dwarf plants. Good. Packet 35c.

PETUNIAS

- Giant Fluffy Ruffles. A superior blend of many colors. The large flowers penciled with veins of intense hues. Packet 25c.
- Elks Purple. Large flowers of rich velvety purple. Packet 25c.
- Rosy Morn. A select strain bearing a profusion of clear pink flowers with white throat. Packet 15c.
- Balcony Petunia. Especially useful in beds, borders, or for porch boxes. Large flowers.
- Balcony Blue Balcony Rose Balcony White
- Any of the above: Packet 15c, 1 32 oz. 60c.
- Balcony Mixed. Packet 10c, 1 32 oz. 45c.

PHLOX

- Finest Mixed. Packet 10c, 1 8 oz. 25c.
- Dwarf Phlox. 5 to 6 inches tall. Packet 15c.

SNAPDRAGON

- Half-Dwarf Mixed. Packet 10c, 1 8 oz. 30c.
- Philadelphia Pink. H. D. Packet 10c, 1 8 oz. 35c.
- Giant Mixed. 4 ft. tall. Packet 10c, 1 8 oz. 35c.

SWEET PEAS

- Ambition. Lavender lilac.
- Fire. Brilliant scarlet-red.
- Fordhook Blue. Rich blue.
- Fordhook Orange. Rich self.
- Gigantic. Frilled pure white.
- Mrs. Luther Burbank. Salmon-cens.
- Pinnacle. Deep rose-pink.
- Any of the above: Oz. 35c, 4 oz. 85c, 1 2 lb. \$1.40.
- Spencer's Mixed. Oz. 25c, 4 oz. 60c, 1 2 lb. \$1.10.

TITHONIA

- Tithonia (Mexican Sunflower.) Packet 15c.

VENIDIUM

- Venidium Fastuosum Hybrids. Packet 25c.

ZINNIAS

- | | |
|---------------------|-----------------|
| Giant Flesh-pink | Giant Scarlet |
| Giant Rose | Giant Buttercup |
| Giant Golden Yellow | Giant White |
| Giant Burnt-orange | Giant Crimson |
| Giant Canary Yellow | Giant Purple |
- Any of the above: Packet 10c, 1 4 oz. 35c, 1 2 oz. 60c.
- Giant Mammoth Mixed. Packet 10c, 1 4 oz. 30c, 1 2 oz. 50c.
- Lollipop or Pompom Zinnias.
- | | | |
|-------------|--------------|-------------|
| Crimson Gem | Peachblossom | Salmon-Rose |
| Golden Gem | Purple Gem | Scarlet Gem |
| Lilac Gem | Rose Gem | White Gem |
- Packet 15c, 1 4 oz. 35c, 1 2 oz. 60c.
- Mixed Lollipop. Packet 10c, 1 4 oz. 30c.



PHLOX DRUMMONDI—Art Shades. All-America Award 1936. Enormous trusses in soft pastel shades. Packet 15c.



CALENDULA CHRYSANTHA—Sunshine. Delightful flower of Golden Canary Yellow. Packet 10c.



MORNING GLORY—Heavenly Blue. Clark's Early Flowering Ipomoea. A true blue flower and finest of all morning glories. Pkt. 15c.



ZINNIA—Giant Dahlia-flowered. The above and many other pleasing colors are to be found in this mixture. The graceful formation of the flowers makes them most desirable as cut flowers. Pkt. 10c.



NASTURTIUM—Gleam Hybrids. Since the introduction of Golden Gleam and Scarlet Gleam, interest has grown in this garden favorite. Double and semi-double, sweet-scented flowers on long stems. Packet 10c, Oz. 20c.



COSMOS—Orange Flare. An early flowering cosmos bearing a profusion of golden orange flowers on 3-ft. plants. Packet 10c.

Seeds, Plants, Bulbs for Spring Planting

AMARYLLIS

The immense flowers (4 to 6 inches across) are borne on tall stems usually three or four blooms to a spike. Place the bulbs in a 5 or 6-inch pot of loam or compost to which has been added some sheep manure or bone meal, covering the bulb to the shoulder. Water sparingly until growth starts. Of all the tender bulbs for indoor forcing, none gives a greater show than Amaryllis.

Amaryllis Hybrids, 50c each.
Red Hybrids, 60c each.

TUBEROUS ROOTED BEGONIAS

Easy to grow and especially desirable as pot plants, or in porch and window boxes. May be used in shady borders in the garden. Do not plant outdoors until the ground is warm.

Single Begonias—Crimson, scarlet, white, rose, and orange. Any of the above colors: Each 20 cents. 3 for 50 cents.

CALADIUM

Giant Elephant Ear. Bulbs 9-11 in. cr. 20c each. \$2.00 dozen.

PERUVIAN DAFFODIL

(Ismene calathina.) Treat the bulbs the same as gladiolus. Showy, sweet-scented flowers. 20 cents each. \$2.00 per dozen.

HARDY SHRUBS

Almond Red Flowering Double. Very handsome flowers (size 2-3 feet.) Each 50 cents.

Japanese Barberry. (Size 12 to 18 inches.) Each 35 cents.

Buddleia (Butterfly Bush.) Blooms July till frost. (Size 2 ft.) Each 35 cents.

Buddleia (Hartwegi). Introduced now for the first time. This new variety has proved its superior hardiness; is a thrifty, compact bush with extra heavy, dark green foliage. Its value as a cut-flower type is outstanding. The bright lavender flowers are densely set on the panicles which open complete from the tip downwards. Each 75c.

Grape Myrtle. This lovely shrub produces pink and magenta flowers in the early fall. The plants are sometimes very slow in coming out the first year. Due to unknown factors, we do not guarantee these plants. Each 75 cents.

Deutzia. Pride of Rochester. Vigorous, well-shaped bush. Blooms in June, flowers white. (Size 18 to 24 in.) Each 50 cents.

Flowering Quince (Cydonia Japonica). Orange-scarlet flowers, blooming early in the spring. Very showy. Each 50 cents.

Forsythia (Golden Bell). Bright yellow flowers very early in the spring. (Size 2 to 3 feet.) Each 40 cents.

Bush Honeysuckle (Lonicera Tartarica). Wealth of white, pink and red flowers. Grows to height of 6 to 8 feet. Blooms in May. (Size 2 to 3 ft.) Each 40 cents.

Bush Honeysuckle (Lonicera Fragrantissima). Highly esteemed for its unusual fragrance early in April. Each 50 cents.

Hydrangea Paniculata G. The most popular summer-flowering shrub. Largest blooms of pure white flowers. Each 50 cents.

Lilac (Purple.) Each 60 cents.

Lilac. French Hybrids. 3 feet. Each \$1.00.

Mock Orange (Philadelphus.) Produces white flowers in June. (Size 2 to 3 ft.) Each 50 cents.

Redbud (Cercis Canadensis.) Each \$1.00.

Rosa Hagonia. The golden shrub rose of China whose light yellow flowers are borne on erect branching growth, 6 to 8 feet. We highly recommend this for the shrub border. Each 50 cents.

Rosa Ragosa. Each 70 cents.

Snowball (Viburnum.) This is the old-fashioned Snowball. (Each 18 to 24 inches.) 50 cents.



Spirea Van Houttei

Spirea Van Houttei. The flowers are borne in long, drooping sprays during May. (Size 2 to 3 feet.) Each 30 cents.

Spirea Anthony Waterer. Of dwarf, dense growth. Valuable for foreground. Crimson flowers June till frost. (Size 18 to 24 inches.) Each 40 cents.

Weigella "Eva Rathke." The brilliant flowers are borne twice during each season. Fine for shrub border. Each 50 cents.

Wisteria (Chinensis blue.) Tree Form. The flowers hang in pendulous clusters. Each \$4.00.

HARDY CLIMBING VINES

Clematis Jackmani. This hardy climber bears large flowers of deep purple. We will not replace plants of this variety. Each 75 cents.

Clematis Panicalata G. Sweet-scented white blooms. Best hardy vine for porch shade. Each 40 cents, 2 for 75 cents.

Japanese Honeysuckle (Lonicera Halliana.) Almost evergreen, the fragrant white flowers change to rich yellow as they expand. Each 40 cents.

Red Honeysuckle. 1-year-old plants. Each 30 cents.

Kadzu Vine. Large foliage and dense shade, of finished character in one season. Flowers plentiful in August; rosy purple; pea-shaped in small racemes. Each 50 cents.

Silver Lace Vine (Polygonum Aubertii.) A quick-growing vine of twining habit making strong development the first season. Produces more bloom than any other hardy vine, a season extending from late summer into fall with an extravagance of large, foamy silvery white sprays. 4-inch pots. Each 75 cents.

Wisteria (Chinese Blue.) Grafted plants. Each 75 cents.

POWELL DAHLIAS

for Autumn Flowers

Ask for Special Dahlia Price List, which includes many varieties not listed below.

Baby Royal. Min. Salmon pink apricot	\$0.35
Dorothy Stone. F. D. Splendid deep pink	.50
Jane Cowl. I. D. Buff and old gold	.35
Jersey Beauty. F. D. Well-known pink	.35
Kathleen Norris. I. D. Large rose-pink	.60
Little Jewel. Min. Free blooming, pink	.35
Lord of Autumn. F. D. Exhibition yellow	2.00
Monmouth Champion. F. D. Scarlet orange	.50
Mrs. J. De Ver Warner. F. D. Lilac rose	.35
Murphy's Masterpiece. I. D. Deep red	3.50
Satan. S. C. Scarlet with yellow reverse	1.00
White Wonder. I. D. Pure white giant	.60



Hardy Perennial Plants

Aquilegia (Columbine.) Mrs. Scott Elliott Hybrids. Baby Breath. Double Bristol Fairy. 35 cents each.

Bleeding Heart (Spectabilis.) An old-fashioned favorite. Campanula Crispata. Dwarf blue.

Cerastium Tomentosa. White. Hardy Chrysanthemums. For delivery May 1st

Golden Queen. Large yellow. Mrs. H. Harrison (Pont.) Double pink. October Girl. Large bright pink.

R. Marion Hatton. Lemon yellow. Ruth Hatton. Ivory white with lemon center.

Skibo (Pom.) Bronze. White Doty. Pure white.

Yellow Gem (Pom.) Canary yellow Delphinium. Belladonna. Light blue.

Bellamosum. Rich blue. Blackmore and Langdon Hybrids. 30 cents each.

\$3.00 dozen.

Except when noted, the price of all perennials in the above list is 20 cents each, dozen \$2.00.



Radiance

Talisman

Willowmere

ROSES

Ami Quinard. H. T. Dark velvety crimson-maroon. The best dark red

Better Times. H. T. Plant Patent 23. Cerise-red. Really a cerise Columbia. Leathery dark green foliage

Betty Uppichard. H. T. Carmine and salmon. A very dependable pink

Charles P. Kilham. H. T. Coral-red and orange. Perfect flowers, long stems

Dame Edith Helen. H. T. Shapely buds of clear pink on strong stems. Splendid for exhibition. Sweetly scented.

Director Rabio. H. T. Brilliant cochineal-pink. Enormous blooms, stiff canes.

Edith Nellie Perkins. H. T. Beautiful salmon-pink. Two-toned

Editor McFarland. H. T. Deep clear-pink. Lasts well when cut

Etoile de Hollande. H. T. We consider this the best red rose in the world.

Federico Casas. H. T. Coppery pink and orange. Gay in the garden

Fran Karl Druschki. H. P. A scentless but magnificent white. Robust growth

Golden Dawn. H. T. Globular pale yellow. Tea scented. Disease-resistant.

Joyous Cavalier. H. T. Well-named scarlet-crimson. A friendly rose

Kaiserin Auguste Viktoria. H. T. Pure white profuse bloomer, fragrant

Lady Margaret Stewart. H. T. Gold and apricot changing to sunny yellow. The handsome foliage and perfect form make this a choice variety

Mme. Joseph Perraud. H. T. Long, slender buds of nasturtium orange opening to pink buff. Rare fragrance

Madame Cecile Branner. Pol. (The Sweetheart Rose.) Pink

Margaret McGredy. H. T. A most satisfactory orange-scarlet

Mex. G. A. Van Rossum. H. T. A sweetly perfumed rose of red orange. Unusual, spectacular, lovely

Miss Rowena Thom. H. T. Enormous fiery rose and mauve

Mrs. E. P. Thom. H. T. Medium-sized clear canary-yellow. Free blooming

Mrs. Henry Morse. H. T. Long pointed buds of two-toned pink

Mrs. Pierre S. DuPont. H. T. Long pointed buds of fadeless yellow, borne on healthy foliage. This is our favorite among the yellow roses.

President Herbert Hoover. H. T. Flame, scarlet and yellow

Radiance. H. T. Well-known globular flowers of rose pink

Red Radiance. H. T. Rose-red flower borne on strong stem

Talisman. H. T. Scarlet-orange and rich yellow

Ville de Paris. H. T. Round buds of clear yellow. Dark leathery leaves.

Willowmere. H. T. Large salmon-pink flushed with gold. A persistent bloomer, easy to grow, but lacking fragrance

Climbing American Beauty. Large crimson flowers

Jacotte. Orange-apricot flowers with coppery tint. Fragrant

Mme. Gregoire Staechelin (Spanish Beauty.) Pearl pink blooms of splendid form, abundantly borne on long stems. Splendid for cutting.

New Dawn. Plant Patent No. 1. An ever-blooming Van Fleet

Paul's Scarlet Climber. Very popular brilliant scarlet

Rosa Rouletti. Miniature bushes about 6 inches high bearing tiny rose-pink buds not much larger than a grain of wheat. The open flowers are less than an inch in diameter. Splendid for pot culture or use in the rockery

GRASS SEED

Louisville Lawn. A mixture of fine-leaved grasses and White Dutch Clover blended especially for the new and old lawns. We are proud of this mixture for two reasons. It contains only high-grade seed, and it has produced excellent results. This mixture contains the proper proportion of blue grass

Shady Lawn. A mixture of shade-loving grasses which will give excellent results where other grasses fail

Kentucky Blue Grass

Red Top

White Dutch Clover

Rye Grass

Prices subject to change without notice.

GLADIOLUS

	Doz.	100
Affame. Immense orange-red.	\$0.65	\$4.50
Albania. Large pure white.	.40	2.50
America. Good lavender-pink	.50	3.00
Berty Snow. Rosy Lavender	.70	5.00
Betty Nuthall. Coral pink	.60	4.00
Captain Boynton. Lavender	.60	4.00
Dr. F. E. Bennett. Scarlet	.60	4.00
Evelyn Kirtland. Coral-pink	.50	3.00
Giant Nymph. Rose-pink	.50	3.50
Golden Dream. Golden yellow.	.60	4.00
Halley. Early salmon-pink	.50	3.00
Mammoth White. Pure white	.75	6.00
Marmora. Soft French gray	.60	4.00
Mildred Louise. Salmon-pink	1.50	10.00
Minaet. Pinkish-lavender	.75	6.00
Mother Machree. Smoky lavender	1.00	7.00

Mr. W. H. Phipps. Clear pink

Mrs. F. King. Light scarlet

Mrs. F. Pendleton. Salmon-pink

Mrs. F. C. Hornberger. Pure white

Mrs. Leon Douglas. Begonia-rose

Mrs. P. W. Sisson. Cameo-pink

Nancy Hanks. Apricot-orange

Orange Queen. Golden orange

Pleardy. Rich apricot-pink

Purple Glory. Velvety crimson

Schwaben. Canary yellow

Veilchenblau. Dark violet blue

Mixed. Popular varieties, mixed

Choice Mixed. Well-balanced mixture of the better varieties

CANNAS

King Hamberl. Immense orange-scarlet flowers. Foliage bronze. Height 4-5 feet.

The President. Most popular red. Immense flowers of glorious color. Height 5 feet.

Yellow King Hamberl. Flowers bright yellow, with contrasting crimson dots. Height 4 1/2 feet.

Any of the above, 2 for 35 cents, \$1.50 per dozen.

HARDY LILIES



Gold Banded Lily

Gold Banded Lily (Auratum.) Blooms during July and August, bearing enormous showy flowers on tall stems. Enjoys poor, acid soil. Each 30 cents, dozen \$3.00.



Regal Lily

Regal Lily. A most dependable hardy lily, large, fragrant white blooms with yellow throat, outside of petals tinged pink. Each 25 cents, dozen \$2.50.

Speciosum Rabram. An old garden favorite. The blooms are a delicate pink, spotted red. Each 35 cents, dozen \$3.50.

Tigrinum Splendens. The single tiger lily. Each 15 cents, doz. \$1.50.

Tigrinum Flore Pleno. The only desirable double lily. Each 20 cents, dozen \$1.75.

Umbellatum. A dependable variety with large cup-shaped flowers of orange red. Each 25 cents, dozen \$2.50.

POWELL WATER LILIES

Good soil for water lilies may be prepared by taking a bushel of well-rotted sod, adding a peck of cow manure, 1 pound of bone meal and one-half pound of blood meal. If planted in boxes, the crowns are barely covered with soil, topped first with a layer of gravel, and then about an inch of sand to keep the water clean. Boxes should be at least 14 x 14 x 8 inches. Plants should be started at a depth of 3 to 5 inches, increasing the depth as growth advances to 10 or 12 inches.

Mariac White (Albida)

Chromatella. Most popular canary yellow

Mariac Pink

Gloriosa. Free flowering, fragrant. Deep carmine red

